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Ag-knowledge

Alberta
AGRICULTURE

a newsletter for Alberta Agriculture staff

December, 1986



National organization gives award to Agriculture publication

An Alberta Agriculture publication, developed by a marketing services specialist in Edmonton, has earned a first place award from a national organization.

The glossy, full-color, 12-page booklet created to introduce the world

of Alberta's beef and dairy industry and offers a profile of each of the 24 beef cattle breeds and five dairy cattle breeds available in Alberta.

The brochure is to be used to introduce buyers from foreign countries to the range of cattle available in Alberta. The publication will be distributed to Canadian embassies, consulates and high commissions around the world and to Alberta Houses in Hong Kong and Tokyo. It will also be available to the Alberta cattle industry for its promotion of livestock.

The primary market areas are seen as the United States, the Far East, Europe and Mexico.

individuals involved in any of the marketing phases of the agricultural chain".

Established in 1966, with the Alberta chapter founded in 1979, its membership ranges from media to manufacturers, agencies to animal health, farm equipment to government, trade associations to marketing boards and financial and related service associations.

Wulff attended the third national conference and awards dinner in Calgary and delivered a message on behalf of Alberta Agriculture Associate Minister Shirley Cripps, who was unable to attend.

The division director along with Agriculture Minister Peter Elzinga credited Benoit for his accomplishment.

"Part of Garry's job is working with industry in helping them develop and plan promotional material and programs," says Wulff. "This can range from advice to financial assistance.

"Usually, it is the industry which suggests things that the department helps them with. In this case, this brochure was Garry's idea. He developed the concept, and working with industry, he oversaw production. It was something he felt there was a need for."

The brochure was produced by the E.A. Grant and it was the consulting firm that entered the brochure in the contest.

"We didn't actually know it had been entered," said Wulff. "We were not made aware until it became one of the finalists in that category."

Agriculture Minister Elzinga in his letter congratulated Benoit on his "excellent effort in developing the idea, concept and the brochure..."

"To win a national 'first place' honor for the best advertising produced in Canada for a foreign market is a very significant and noticeable achievement," wrote the minister. "Competition is keen in foreign markets and for our cattle industry to have an award winning brochure to assist them in their efforts internationally, is indeed an exceptional service from you and this department. The dedication and effort required to provide a brochure of such excellence is indeed commendable."



Garry Benoit accepts CAMA award from Cliff Wulff.

to the various breeds of beef and dairy cattle in Alberta has received a plaque from the Canadian Agri-Marketing Association (CAMA) for excellence in its category.

The concept for the "Alberta Cattle" brochure was developed by Garry Benoit, section manager responsible for livestock development with the agri-food development branch.

Marketing services division director, Cliff Wulff accepted the award on behalf of the department and Benoit at the recent CAMA awards banquet in Calgary.

The brochure, which was produced jointly with E.A. Grant Consulting Ltd. of Calgary, gives a brief overview

The publication was entered in the contest by the consulting agency, E.A. Grant. It was among eight other entries vying for first place in the "advertising produced in Canada for foreign markets" category.

Wulff explained that the term "advertising" referred to all mediums, from print material, to audio visual to films.

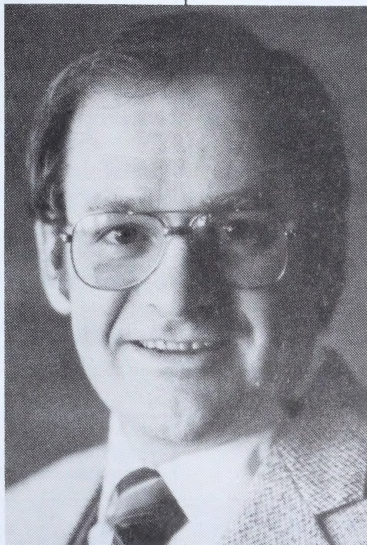
Coming in second and receiving an award of merit in this category was the Ontario Soya-Bean Growers Marketing Board for some of its materials on soybeans.

CAMA, with branches in Ontario, Alberta, Saskatchewan and Manitoba, is an organization "designed to serve the interests of all

Art Olson leaving Alberta

One of the more difficult tasks facing Art Olson early in 1987 is making that break with the people of Alberta Agriculture as he pulls up stakes after nearly 20 years in the department, to assume a new post with Agriculture Canada.

At the end of December, Dr. Arthur Olson will be leaving his office as assistant deputy minister, research



Dr. Art Olson

and resource development, to take on the job of assistant deputy minister with the federal department, responsible for its research branch.

"The biggest problem I'm going to have is dealing with my loyalty and respect for the people I have worked with," he says. "When you leave, you leave people you have known for many years. I've been here a long time. I've had an opportunity to grow here. And you never do it alone. There have been many doors opened for me and I feel I owe those people something."

Olson says while it is hard to leave after 17 years with the department, the federal posting was an offer he couldn't refuse.

"This offer to go to Ottawa is an opportunity for change," he says. "Personally, the timing is right and the job opportunity is an important one. It's an opportunity I'd like to try on for size."

In his new role, Olson will be responsible for all the federal agriculture research stations in Canada including the research institutes based in Ottawa.

Although he has met many of the federal research officials through his work with Alberta Agriculture, Olson says his first job will be to get to know the research branch thoroughly, particularly in Quebec and the Maritimes.

At the same time he wants to sort out research priorities.

"I plan to do some talking and a lot of listening with provincial officials and industry to see what they think the priorities should be," he says. "I believe that research should have a strong market driver. We should be doing research in those areas that will contribute to the growth and strength of the economy."

Olson, 44, who obtained a doctorate from the University of Alberta in 1967 in plant biochemistry and took post-graduate training in molecular biology, began his professional career as a research scientist with Atomic Energy of Canada in Chalk River, Ontario.

He began his career with Alberta Agriculture in 1970 as the director of the horticultural research center in Brooks. Olson was the second director in the history of the center, taking over from Duncan Hargrave who was in charge of the facility for 35 years.

When he took over, it was a small demonstration station with about 20 employees. Four years later when he made his next career move, the center had gone through a major expansion.

It had a much expanded research role and grown to employ more than 50 professionals and technicians.

"Being involved in that expansion was really a good personal growth experience. There were also some great people to work with," he says.

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Deputy Minister's Column

Another holiday season is upon us.

It's a season that seems to force us to review the past year while at the same time glancing ahead to the coming 12 months.

It's a time for renewing our faith and friendship in people and being with family. It's a time for being thankful for what we have and setting goals for the future.

It's a time to hold onto whatever belief in miracles we have, in a sometimes hostile world where reality is often hard to accept.

Closer to home, discussions over the past few weeks may not have created the best news on which to end the year, but as managers of a service oriented agency, budget cuts present a challenge to be more productive and more efficient.

I realize it is easier said than done, but it is a time for all staff members to draw on their ingenuity and do their part as the government works through this period of restraint.

We have been telling our industry for several months there would be a few tough rows to hoe and it only seems to follow that this department would run into that same stretch of hardpan.

But just as we tell the producers to keep their faith in the industry, the same holds true for Alberta Agriculture staff members.

Agriculture is strong and vital in Alberta and this government department has had and will continue to have a strong and vital role in support of that industry.

Sure we've had to tighten the belt a couple notches, but we just have to roll up our sleeves and keep working.

You have all performed well in 1986. You have capably met the challenges laid before you and delivered the services to the producers

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Art Olson
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"Together we were able to get the expansion process started and the directors that followed me completed a tough but interesting job."

Following Olson as director were George Collin, who is now assistant deputy minister, marketing and standards with the Ontario Ministry of Agriculture and Food and Dr. John Wiebe, who is now director of plant industry in Edmonton. Wiebe turned over the office to the present director, Tom Krahn.

In 1974 Olson moved to Edmonton to become director of the plant industry division. One of his achievements during his term was launching the Farming for the Future program. In 1979 he was named assistant deputy minister, research and operations and in 1983 was named ADM responsible for research and resource development.

Olson says while research work is important, resource development also plays a vital role and has more immediate implications as far as industry is concerned.

"In our research work I was blessed with people like Dr. Jim Mahone (who recently left to accept a position with Guelph university) and Dr. Yilma Teklemariam, who worked with independence and managed things very well. They made life a lot easier for me."

Although the ADM will be leaving Edmonton, he says he won't be too far from Alberta Agriculture. Olson says it is important for the federal agriculture research program to work "much more closely" with the provincial departments of agriculture to be efficient and productive.

The two deputy ministers of agriculture, provincial and federal, agree that Olson taking over the federal research post will have mutual benefits.

In a letter to Alberta Agriculture deputy minister Ben McEwen, the Agriculture Canada deputy minister Jean-Jacques Noreau said he is pleased Olson is coming to Ottawa.

"I am sure you will agree that the job Art has taken on is important to Alberta as well as the country as a whole," wrote Noreau. "I hope we can count on the co-operation of your department in helping him carry it out."

McEwen in a reply to Noreau says Olson will be missed.

"Art will do a good job in this position," McEwen wrote. "Although he will surely be missed in Alberta Agriculture, his contribution in his new and expanded role will benefit agriculture in Alberta and all of Canada."

United Way appreciates employee support

The Edmonton and District United Way campaign has expressed its appreciation to Alberta Agriculture staff for digging a little deeper in their pockets this year in the annual fund raising campaign.

During a month-long promotion, at department headquarters in Edmonton, more than \$26,315 was raised. This is five per cent more than the \$25,000 goal for 1986 and 11 per cent more than the money raised in the 1985 campaign.

The level of contribution this year also qualifies the department for a silver award from the United Way. The awards are based on the average amount of money contributed by each employee, rather than the total amount raised.

In a letter to Bernie Yakimyshyn, chairman of the Alberta Agriculture fund raising effort, a United Way official says, "I would like to thank you

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and food industry in a professional manner that is second to none.

And I have every confidence that your excellent performance will continue in 1987. We will probably still be dealing with a period of restraint, but that doesn't stop us from doing a first rate job, within whatever limitations there may be.

I thank you all for your contributions in 1986 and look forward to your dedicated service in the new year.

Merry Christmas and all the best in 1987.

H. B. McEwen

and your team for the outstanding job on the 1986 United Way campaign. Through your leadership the campaign was a tremendous success."

The money raised by the department through special events and payroll deduction went toward the total \$6,151,000 raised in the overall city and area campaign. Money collected this year in the city is a six per cent increase over 1985 receipts.

Deputy Minister Ben McEwen also congratulated Yakimyshyn, campaign co-chairman Andy Drohomirecki and their team for their efforts.

"This is a remarkable result and an award of which we can be very proud," says McEwen in a letter to Yakimyshyn.

"I give credit and thanks to those who made it happen; yourself, Andy, others on the campaign executive and all of the hard working and dedicated canvassers."

Yakimyshyn says there is no one reason why the department campaign was so successful this year. He credited the special activities, including a star-studded rickshaw race, and a concerted effort on the part of canvassers for helping to peak interest and contributions.

Lacombe agriculture office resembles M.A.S.H. unit

If you have to have a mishap, one of the best places to do it these days is within shouting distance of the Alberta Agriculture building in Lacombe.

On a good day you could have as many as 17 newly trained first aid attendants at your side, all guaranteeing that the treatment shouldn't be any worse than the original ailment.

The 17 are those members of the Alberta Agriculture district office, field crops branch and hail and crop insurance office who have spent lunch hours and even a few weekends over the past couple months taking the St. John Ambulance first aid course.

Provincial poultry specialist, Jay Byer who is based in Lacombe volunteered his time as a qualified first aid instructor to lead the department staff members through the program.

Lacombe district home economist Janice McGregor, chairman of the staff committee and one of the first aid trainees, says the idea of taking first aid was first discussed at a staff meeting.

She says it was quickly accepted as a worthwhile project by staff members prepared to commit their time to the course.

Starting in late October the 17 employees have done most of the studying at home before putting in one or two lunch hours a week in going through discussions and practical exercises on first aid techniques.

They have gone through the regular St. John Ambulance program learning everything from identifying the nature of illness or injury to learning how to treat and bandage, care for and carry a victim.

They spent Remembrance Day and one Saturday learning Cardiopulmonary Resuscitation (CPR).

"It's been a lot of work, but it's also been a lot of fun," says McGregor. "It's been a good group of people getting along and I think everyone feels that it has really been worthwhile."

Murray McLelland, left and Stuart Tucker carry Neil Miller on Make-shift stretcher.



Penny Stephenson, left and Madeline Olson, Right work on Ann Marie Siegfried.



Jay Byer, left, checks Barb Wicket's bandages as Barb Strech and Pat Kennedy look on.



Sandy Reid bandages Carol DePage.



Group watches demonstrations during one of the noon hour sessions.



Department artist designs staff pin

The deputy minister of agriculture has extended his congratulations to an artist with the print media branch for creating the design for the first-ever department lapel pins.

"I extend my congratulations and appreciation to Joyce Hill for the excellent job she has done in creating this design," said Ben McEwen. "It certainly captures the meaning we wanted to convey and is something I believe each employee will be proud to wear." "It required work over nearly four months and involved the review of several design options by a panel involving the assistant deputy ministers, the deputy minister, the associate minister and the minister of the agriculture, before one of the designs submitted by artist Hill was selected.

"It is certainly a tribute to the talent in the department and to Joyce herself," said information services director Alan Champion. "There were other designs from other artists outside the department being considered, but one of Joyce's designs was considered by far the best."



Joyce Hill receives first staff pin from Deputy Minister Ben McEwen.

Approximately 5,000 of the lapel pins are being produced by the Alberta Mint. They are to be presented to all staff members, now and in the future, and worn as a symbol of the department.

The diamond-shape pin, which measures about seven-eighths of inch, depicts a cross section of agricultural activity.

"I wanted to show as many facets of agriculture in the pin, as possible," said Hill. "I wanted it to focus on grain and beef production but include other aspects as well. I wanted it to be very agricultural and very upbeat.

"I also wanted it to be classy and say as much as it could in simple, clean lines, without being gawdy."

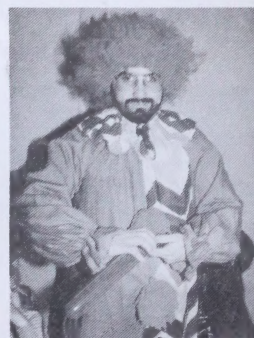
On The Move

Welcome to the following people who joined Alberta Agriculture in November.

Shelley Diewart, with Farming for the Future; **Shelley Kossowan**, systems development; **Laksiri Goonewardene**, with the beef cattle and sheep branch; **Leonard Martin**, with the regional veterinary lab in Fairview; **Arthur Guenther**, meat hygiene; **Rachelle Dupas**, with market development; **Reta Koslo** with home economics; **Terence Lister** with systems development; **Jane Starr** with the library and **Ronald Archibald** with rural services, engineering.

Transfers: **Randi Sandbu** moving from Westaskiwin to the Barrhead regional office, and **Lee Melvill**, transfer and promotion from Hanna district office to Fairview regional office.

And we wish the following people well as they leave Alberta Agriculture: **Vicky Staples**, **Iwasaki Kyoko**, **Ulf Soehngen** and **Tarem Sohal**.



Santa visits Alberta Agriculture

About 100 children belonging to Alberta Agriculture employees in Edmonton lived up the J.G. O'Donoghue building, December 6 for the annual children's Christmas party sponsored by the staff social committee. Keith Toogood, chairman of the subcommittee which organized the event said there were several hours of activities leading up to the arrival of Santa. The Children and about 100 parents watched movies, were entertained by puppets, had a hotdog lunch and sang Christmas carols. Finally, with the arrival of Santa, each child (like Carolyn Hermans, above) had the opportunity to visit with St. Nick and discuss their Christmas needs. Also Gary McEwen (pictured above) and Sandra Klatt made animal characters from balloons for the kids.

